

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listing, of claims in the application:

**Listing of Claims:**

Claim 1 (Currently Amended) An Internet advertising system comprising:  
a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded placeholder, the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;

a set of advertisements corresponding to the embedded placeholder, each advertisement being indexed by at least one demographic indicator;

identifier means for identifying at least one demographic characteristic of a user, wherein the at least one demographic characteristic of the user corresponds to one of the at least one demographic indicator;

selector means for selecting one a relevant advertisement from the set of advertisements, the selector means configured to receive the at least one demographic characteristic of the user from the identifier means, and the selector means including a comparison of the user's at least one demographic characteristic with the at least one demographic indicator of each advertisement to select the most the relevant advertisement for the user;

inserter means for inserting the selected relevant advertisement into the embedded placeholder of the multimedia presentation, the inserter means configured to receive the relevant advertisement from the selector means so as to create creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics; and

delivery means for delivering the multimedia presentation to the user.

Claim 2 (Original) The system of claim 1 further comprising a hyperlink in the advertisement contained in the multimedia presentation.

Claim 3 (Original) The system of claim 2 wherein the hyperlink in the advertisement is a hyperlink to an advertiser's website.

Claim 4 (Original) The system of claim 1 wherein the multimedia presentation is an animation.

Claim 5 (Original) The system of claim 4 wherein the animation is created using Flash.

Claim 6 (Original) The system of claim 5 wherein the Flash animation is an original presentation.

Claim 7 (Original) The system of claim 5 wherein the Flash animation is a pre-existing presentation and the embedded placeholder is then added to the pre-existing presentation.

Claim 8 (Original) The system of claim 1 wherein the multimedia presentation includes at least two embedded placeholders.

Claim 9 (Original) The system of claim 8 further comprising multiple sets of advertisements, each set of advertisements corresponding to one of the at least two embedded placeholders.

Claim 10 (Original) The system of claim 1 wherein the identifier means includes cookies generated by an Internet browser of the user.

Claim 11 (Original) The system of claim 1 wherein the identifier means includes a survey completed by the user.

Claim 12 (Original) The system of claim 1 wherein the inserter means is a computer program.

Claim 13 (Original) The system of claim 1 wherein the computer program is Generator.

Claim 14 (Original) The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded placeholder is also stored on the first server.

Claim 15 (Original) The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded placeholder is stored on a second server.

Claim 16 (Original) The system of claim 1 wherein the delivery means is an Internet connection between a first server storing the multimedia presentation containing the embedded placeholder and a computer operated by the user.

Claim 17 (Original) The system of claim 16 further comprising a syndication network.

Claim 18 (Original) The system of claim 17 wherein the syndication network collects the multimedia presentation and the selected advertisement, and the syndication network delivers the multimedia presentation containing the selected advertisement to the user's computer.

Claim 19 (Original) The system of claim 18 wherein the syndication network collects the multimedia presentation and the selected advertisement separate

from one another, and a server in the syndication network inserts the selected advertisement into the multimedia presentation.

Claim 20 (Original) The system of claim 18 wherein the syndication network collects the multimedia presentation having the selected advertisement inserted therein previous to entering the syndication network.

Claim 21 (Original) The system of claim 18 wherein the syndication network collects information relating to the identifier means from the user's computer and delivers the identifier information to the selector means.

Claim 22 (Currently Amended) The system of claim 1 further comprising comprises a media buyer providing at least a portion of the set of advertisements.

Claim 23 (Original) The system of claim 22 wherein the media buyer receives information relating to the identifier means from the user's computer.

Claim 24 (Currently Amended) The system of claim 21 further comprising a media buyer providing at least a portion of the set of advertisements, wherein the identifier information from the syndication network is further delivered to a the media buyer.

Claim 25 (Original) The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and from the media buyer to the selector means.

Claim 26 (Original) The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means.

**Claim 27 (Original)** The system of claim 1 further comprising an advertisement charge to the sponsor of the selected advertisement delivered in the multi-media presentation.

**Claim 28 (Original)** The system of claim 27 wherein the sponsor's advertising charge is paid to an owner of the multimedia presentation.

**Claim 29 (Original)** The system of claim 27 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation and an owner of a media buyer providing the selected advertisement.

**Claim 30 (Original)** The system of claim 29 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the inserted advertisement, and an owner of the delivery means for providing the multimedia presentation to the user.

**Claim 31 (Original)** The system of claim 30 wherein the delivery means is a syndication network.

**Claim 32 (Currently Amended)** An Internet advertising system comprising:  
a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the selected component of the multimedia presentation;  
a set of advertisements corresponding to the embedded placeholder;  
identifier means for identifying a user;

selector means for selecting one a relevant advertisement from the set of advertisements, wherein the selector means select the relevant advertisement subsequent to the identification of the user by the identifier means;

inserter means for inserting the selected relevant advertisement into the embedded placeholder of the multimedia presentation, the inserter means configured to receive the relevant advertisement from the selector means so as to create creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation; and

delivery means for delivering the multimedia presentation to a the user.

Claim 33 (Original) The system of claim 32 wherein the selector randomly selects the advertisement.

Claim 34 (Original) The system of claim 32 wherein the seamless advertisement is dynamically contained in the multimedia presentation.

Claim 35 (Currently Amended) An Internet advertising system comprising:  
an original, Flash animation multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the Flash animation multimedia presentation represented by an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;  
multiple sets of advertisements, each set of advertisements corresponding to one of each of the at least two embedded placeholders, and each advertisement being indexed by at least one demographic indicator;  
cookies generated by an Internet browser of a user for identifying at least one demographic characteristic of the user;  
selector means for selecting one a relevant advertisement from the set of advertisements, the selector means configured to receive the cookies generated

by the Internet browser of the user, and the selector means including a comparison of the user's cookies with the at least one demographic indicator of each indexed advertisement to select the most relevant advertisement for the user;

a Macromedia Generator computer program for inserting the selected relevant advertisement into the embedded placeholder of the multimedia presentation, the Generator computer program creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics;

a syndication network for delivering the multimedia presentation to the user over an internet connection between a first server storing the multimedia presentation containing the embedded placeholder and a computer operated by the user;

a media buyer providing at least a portion of the set of advertisements, wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means;

a fee charged to the user for delivery of the multimedia presentation, the user fee being apportioned to a group comprising an owner of the multimedia presentation, an owner of the syndication network and an owner of the media buyer;

an advertisement charge to the sponsor of the advertisement delivered in the multi-media presentation, wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the selected advertisement, and an owner of the delivery means for providing the multimedia presentation to the user; and

a hyperlink in the advertisement contained in the multimedia presentation, wherein the hyperlink takes the user to an advertiser's website.

Claim 36 (Currently Amended) An Internet advertising method comprising:

providing a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;

providing a set of advertisements corresponding to the embedded placeholder, each advertisement being indexed by at least one demographic indicator;

identifying at least one demographic characteristic of a user;

selecting one a relevant advertisement from the set of advertisements, the advertisement selection includes a comparison of the user's at least one demographic characteristic with at least one demographic indicator of each advertisement, wherein the most relevant advertisement for the user is selected subsequent to the step of identifying the at least one demographic characteristic of the user;

inserting the selected relevant advertisement into the embedded placeholder of the multimedia presentation, wherein a seamless advertisement programmed to dynamically follow the actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics is created; and

delivery means for delivering the multimedia presentation to the user.

Claim 37 (Currently Amended) An Internet advertising method comprising:

providing an original, Flash animation multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, at least two given items within the selected component of the Flash animation multimedia presentation represented by at least two embedded placeholders, and the at least two embedded placeholders programmed to follow a series of actions of the at least two given items within the multimedia presentation;

providing multiple sets of advertisements, each set of advertisements corresponding to one of each of the at least two embedded placeholders, and each advertisement being indexed by at least one demographic indicator;

identifying cookies generated by an Internet browser of a user, wherein at least one demographic characteristic of the user is identified;

selecting one a relevant advertisement from the set of advertisements corresponding to the cookies generated by the Internet browser of the user, the step of selecting the relevant advertisement selector means including a comparison of the user's cookies with the at least one demographic indicator of each indexed advertisement to select the most relevant advertisement for the user;

inserting the selected advertisement into the embedded placeholder of the multimedia presentation using a Macromedia Generator computer program, the Generator computer program creating a seamless advertisement programmed to dynamically follow the series of actions of the at least two given items integrated within the multimedia presentation and targeted to the user's demographic characteristics, wherein the step of inserting the selected advertisement into the embedded placeholder of the multimedia presentation is subsequent to the steps of identifying cookies generated by the Internet browser of the user, and selecting the relevant advertisement from the set of advertisements corresponding to the cookies generated by the Internet browser of the user;

providing a syndication network for delivering the multimedia presentation to the user over an Internet connection between a first server storing the multimedia presentation containing the embedded placeholder and a computer operated by the user;

providing at least a portion of the set of advertisements through a media buyer, wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means;

charging a fee to the user for delivery of the multimedia presentation, the user fee being apportioned to a group comprising an owner of the multimedia

presentation, an owner of the syndication network and an owner of the media buyer;

charging the sponsor of the advertisement delivered in the multi-media presentation, wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the selected advertisement, and an owner of the delivery means for providing the multimedia presentation to the user; and

a hyperlink in the advertisement contained in the multimedia presentation, wherein the hyperlink takes the user to an advertiser's website.